

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Display Producers Inc

#### New York Manufacturing Extension Partnership

#### Display Producers, Inc. Implements Quality Management System

##### Client Profile:

Founded in 1965 and located in New York City, Display Producers, Inc. (DPI) is a full-service contract manufacturer of high quality displays, primarily for the cosmetics industry. With 450 employees, this Bronx-based company is equipped to support prototype, pre-production, production orders, and post-sales services. Each year, DPI ships fabricated plastic racking POP components to as many as 32,000 health and beauty aid retail outlets throughout the United States.

##### Situation:

DPI's strengths include a highly competitive pricing structure, quick turnaround, an ability to support the logistics of complex packing and shipping demands, and up-to-date equipment and software programs. While demand was growing for DPI's products and services, so was the competitive nature of the industry, with strong pricing pressure from China. The company was in a changing market where its design and manufacturing strengths continued to provide them a competitive edge. However, its key customers had become increasingly cost conscious, requiring DPI to accommodate higher quality standards, more responsive delivery schedules, and lower prices. DPI realized the need to reduce costs by increasing productivity, while at the same time continuing to meet current customer requirements, which would generate new business opportunities. In addition, DPI's most important customer had required that DPI comply with its specified Quality Management System. As a result, DPI contacted the Industrial & Technical Assistance Corporation (ITAC), a NiST MEP network affiliate.

##### Solution:

ITAC, through one of its key resource partners, IQCI, worked with company personnel to design and implement a formal ISO 9000:2001 compliant Quality Management System (QMS) that met the needs of DPI's largest customer. Over the next six months, personnel were trained and IQCI provided the necessary guidance and assistance needed to successfully prepare the company for a formal ISO 9000 Compliance Audit, which it subsequently passed.

To prepare Display Producers for its ISO compliance audit, the following critical tasks were completed:

- Produced copies of all documents/forms needed for document assessment and final audit.
- Provided and implemented in-house, customized Quality Manual, procedures, work instructions and forms.
- Provided training/coaching prior to document assessment and prior to final assessment.
- Training and certification of internal audit team.
- Training for Management.
- Arranged for ISO 9000 Assessor.
- Pre-assessment Audit.
- Preparation for Documentary Assessment.
- Attendance and assistance in Final Compliance Audit.

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### Results:

- \* Improved internal processes.
- \* Created comprehensive documentation of the quality management system.
- \* Increased profitability and reduced costs.
- \* Achieved a more competitive and profitable position in the market place.
- \* Reduced scrap.
- \* Increased quality awareness.
- \* Retained over \$20 million in existing sales
- \* Saved 300 jobs.
- \* Developed new customer base.

### Testimonial:

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